



# FPA Chapter Leaders Conference

February 1-3, 2024 | Hilton Denver City Center, Denver, CO

## Partner Prospectus

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FPA Chapter Leaders Conference (CLC) provides training and networking for chapter leaders, including elected board members and chapter executives managing the activities of each chapter. This invitation-only event offers more than 200 attendees the opportunity to build leadership skills and share resources critical to the successful management of a membership organization.

CLC attendees are regional thought leaders responsible for effectively engaging and delivering quality content to their peers. Attendees seek guidance on educational content, running face-to-face meetings, and managing volunteers—all while being volunteers themselves!

Partners are encouraged to go beyond products, and the technical knowledge planners need. Instead, the benefit of attending this meeting includes networking and identifying opportunities for engagement with local chapters in 2024 through speaking sessions, meeting sponsorships, advertising, and mutually beneficial partnerships.



## Partner Opportunities

	Platinum \$15,000	Gold \$10,000	Silver \$7,500	Bronze \$5,000
<b>Partner Benefits</b>				
Amenity or Event	Choose one platinum, gold, silver or bronze level amenity	Choose one gold, silver or bronze level amenity	Choose one silver or bronze level amenity	Choose one bronze level amenity
See list of amenities below				
One dedicated email sent by FPA to all CLC attendees	x			
Invitation to lunch with select FPA Board members	x	x		
Pre-meeting attendee list (opt-in only; names and USPS addresses)	x	x	x	
Post-meeting attendee list (opt-in only; names and USPS addresses)	x	x	x	x
Engagement in 1:1 <i>Partner Pairings</i> meetings with chapter leaders (see below for description)	x	x	x	x
Tabletop exhibit display	x	x	x	x
Extra drink tickets to share with attendees	4	4	2	2
Meeting registrations	3	3	2	2



## Acknowledgement

<b>Pre-conference</b> <ul style="list-style-type: none"><li>• Meeting website</li><li>• Within marketing materials, as appropriate</li><li>• Social post materials</li></ul>	x	x	x	x
<b>On-site</b> <ul style="list-style-type: none"><li>• Signage</li><li>• Walk-in slides</li><li>• Verbal thank you from podium by FPA leadership</li><li>• Listing in onsite program guide and notebook distributed to all attendees (if logo/contract received by 12/15)</li></ul>	x	x	x	x

## Sponsorship of General Session(s)

Partners can present for one minute at a general session on who they are and what they do. Attendees will be encouraged by FPA to engage in further discussion. Available to partners supporting at the Platinum, Gold, and Silver levels.

## Partner Pairings: 1:1 Chapter Meetings

FPA will arrange up to seven one-on-one ten-minute meetings between partners and chapter leaders, allowing you to create 2024 partnerships immediately. Available to all partners.





## Platinum Level Amenities and Events

\$15,000

### Sponsor Chapter Attendees

Sponsor the travel, hotel, and registration for three attendees who may otherwise be unable to attend the conference. You can engage with the three attendees one-on-one to discuss potential engagement for the coming year.

## Gold Level Amenities and Events

\$10,000

### Chapter Executive Happy Hour and President's Reception

Engage with chapter executives during happy hour on January 31 and gain insight into the needs of chapters nationwide. The sponsor can provide up to three minutes of comments and network throughout the hour.

### Welcome Reception – SOLD

Welcome attendees to the meeting. The sponsor can provide comments (to be approved by FPA) at the beginning of the reception and will receive acknowledgment of support through signage, drink tickets, napkins, and other branding opportunities. The sponsor can offer a special cocktail for an additional charge.

### Closing Party

Celebrate a successful conference! Sponsors can support a bar station, food, or entertainment. Each sponsor will receive acknowledgment of support through signage, drink tickets, napkins, and other branding opportunities. Three sponsorships are available.

### Chapter Executive Lunch – SOLD

Join chapter executives, the main staff managing FPA chapters, during lunch on February 1, just before the kickoff of FPA Chapter Leaders Conference 2024. You'll have the opportunity to network and make a 5-minute pitch about your company to the group. Follow up with additional engagement throughout CLC with both Chapter Executives and elected Chapter Leaders.

### Breakfast or Lunch

Provide breakfast or lunch for attendees. Before the meal, the partner can place table tents, chair drops, or a gift at each setting. Branding opportunities may include up-lighting or logo projection, buffet table décor, branded napkins or cups, and signage. The partner can offer food and beverage enhancements at an additional cost. A total of three meals are available.



## Silver Level Amenities and Events

\$7,500

### Arrival Experience

Greet attendees as they arrive with an activity, special guest, locally made products, snacks, or a custom drink.

### Registration – SOLD

Co-locate your exhibit tabletop booth with FPA CLC registration during the first day of the conference and provide the official conference lanyard for name badges worn during the event. You can hand out company-specific materials or branded swag as attendees check-in.

### Massage Station

Provide a moment of relaxation during a busy meeting. The experience includes a massage team for two days of the event and multiple branding opportunities, including signage, tickets, and massage therapists' t-shirt color. Giveaways like stress balls, mini massagers, or cold gel packs can be sourced through FPA at an additional cost. Attendees must stop by your tabletop exhibit to reserve a massage.

### Mobile App

Help attendees navigate the event and connect with each other—and you! Your ad is displayed as a banner on the navigation screen and schedule, providing visibility every time attendees open or navigate within the app.

### Tote Bags

Be the first stop for every attendee by providing the official event tote bag at your booth. One side of the tote bag will feature the FPA CLC logo, and the other will be your company logo.

### T-shirts

Hand out the official event t-shirt at your booth! The front of the t-shirt will feature the FPA CLC logo, and the back will feature your company logo.

### WiFi

Create the WiFi password and share it with attendees on signage throughout the event.



## Bronze Level Amenities and Events

\$5,000

### Hosted Dinner Event

Host up to 30 chapter leaders for dinner on Thursday or Friday night. FPA will help identify the attendees and provide contact information to send invitations. The supporter is responsible for transportation (if necessary), reserving space at a local restaurant, food, beverages, and other costs associated with hosting the dinner. A total of six sponsored dinners for all attendees and one sponsored dinner for chapter executives are available.

### Morning Yoga Class

For attendees who rise early, allow them to stretch their minds and bodies before the day's activities. The opportunity includes a 60-minute yoga class with a certified yoga teacher for up to 30 attendees. Attendees must stop by your tabletop exhibit to reserve a spot in the class.

### Treasure Chest – SOLD

Attendees are encouraged to drop reflections and learnings into the Treasure Chest throughout the event. On the final day, leaders read attendees' observations and takeaways. The Treasure Chest will be placed near the supporter's tabletop exhibit. The supporter will be acknowledged on the Treasure Chest and during the review of attendees' reflections.

### Coffee and Snack Breaks

Offer a sweet treat or a caffeinated pick-me-up during an afternoon break. The opportunity includes signage, branded napkins and/or cups during the break. A total of three breaks are available.

## How to Engage

You're encouraged to bring thought leaders, interact with attendees as peers, and lead meaningful conversations. Your expertise, insight, and leadership help attendees explore new ways to advance the profession, serve clients, and grow modern planning practices.

**Hoping to support an activity or amenity not on this list?**  
**Have a question? Contact FPA!**

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